

IN THE CLAIMS:

1. (currently amended) A method for managing marketing comprising:

creating a plurality of contact relationship categories;

assigning a value to each contact relationship category; and

determining a value of each actual contact relationship based on the assigned value of the contact relationship category corresponding to each actual contact relationship; and

generating a contact summary report based on the determined value of each actual contact relationship.
2. (original) A method in accordance with Claim 1 further comprising investing in customer relationships based on the determined value of each contact relationship.
3. (original) A method in accordance with Claim 1 further comprising modeling strategies in advance of investment by running reports based on status quo, best case scenario, and worst case scenario.
4. (original) A method in accordance with Claim 1 further comprising selecting a contact relationship strategy based on the perceived value of the relationship.
5. (original) A method in accordance with Claim 1 further comprising:

tracking the results of the relationship evolution;

analyzing the results; and

developing leading indicator metrics based on the analysis.
6. (original) A method in accordance with Claim 5 further comprising:

documenting benefits and leading indicator metrics to evaluate an impact of a new marketing strategy; and

modifying the new marketing strategy to reduce risks and increase profits.

7. (original) A method in accordance with Claim 1 wherein the contact relationship categories include at least one of a contact evolution level and a relative interaction value.

8. (canceled)

9. (original) A method in accordance with Claim 7 further comprising obtaining information to generate assumptions regarding status quo, best case scenario, and worst case scenario.

10. (original) A method in accordance with Claim 7 further comprising:

obtaining actual contact relationship data from a tracking system;

determining leading indicator metrics based on the obtained data; and

determining adjustments to be made to assigned contact relationship interaction values based on the leading indicator metrics.

11-27. (canceled)

28. (previously presented) A method in accordance with Claim 1 further comprising receiving contact information and storing the contact information to create a contact profile and cross-reference the contact profile against a unique identifier for easy retrieval and update

29. (previously presented) A method in accordance with Claim 1 further comprising managing interactions with the contact by recording every transaction conducted with the contact.

30. (currently amended) A method in accordance with ~~Claim 1~~ Claim 7 further comprising assigning a value to each interaction based on stored pre-determined relative interaction values.

31. (previously presented) A method in accordance with Claim 1 further comprising generating reports that help management improve upon a marketing strategy to reduce risk and maximize profits.

32. (previously presented) A method in accordance with Claim 1 further comprising providing a detailed history of past interactions, current interactions, and planned interactions.